

**VERMONT TOBACCO EVALUATION AND REVIEW BOARD
BOARD MEETING**

Wednesday, December 3, 2014 3:00 p.m. – 5:00 p.m.

**Vermont Department of Liquor Control
Conference Room
13 Green Mountain Drive
Montpelier, VT**

Minutes

Members present:

Amy Brewer	Board Chair (non-profit organization representative)
Scott Connolly	Population Media Center (counter-marketing expert)
Julie Arel	Vermont Department of Health
Representative Bill Frank	Vermont State Legislature
Darlene Peterson	UVM (person under 30)
Alexi Potter	UVM (tobacco use researcher)
Helen Wagner (by phone)	Office of the Vermont Attorney General
Kate O'Neill	Administrator

Guests present: Matt Shear

Meeting came to order at 3:02pm

Public Comment

None

Welcome to our New Administrator

The board welcomed Kate O'Neill as the new board administrator

November Meeting Minutes

Darlene asked for clarification on last page – cessation committee sentence should read “cessation committee meeting schedule needs to be reestablished.” Representative Frank moved to approve, Alexi seconded.
All in favor to approve with that one edit (above).
Motion passed unanimously.

Announcements

VTERB Website & Open Meeting Laws

Discussion: where does board supporting documentation live? For example, the RTI published opinion leader survey results. We need to be careful that data that aren't interpreted can be misleading, so everything we produce may be too far reaching a statement. We must consider what we are putting out to the public, versus what we are producing for drafts, internal process, etc.

Let's get AHS input into this. Certainly our board meetings are open to the public but are all our documents (particularly drafts) open as well?

Do we want to have section of our board website for different audiences? What would be useful for the legislature, for example?

How do we handle sub-committees supporting documentation?

Would we like a place on the board website where the public can access quick facts, or a facts and figures page. What else is already out there that the board could simply link (like to VDH resources). The board also feels a send that there should be links to published documents on the board website. This can be useful for communications, and for a stronger presence in the state.

How do we want to link with our many partners?

Let's consider the website as a useful tool. Info on it for different target audiences

What's within our power to do? Use the website we have or re-create it?

What is our content?

Do we want to have sub-committee sections?

What are our target audiences?

How do we/can we link together with partners?

Overall the board agrees that visibility is very important. We also need to ensure that we are in compliance with the open meetings law. We are in good shape there. Kate will check on a few details (such as posting agendas in physical locations).

Action: Kate will ask AHS to weigh in on these questions (above) and will create a mock-up for board review and input.

VDH CDC Grant Application

VDH submitted their CDC application on November 21st, 2014. Total amount \$960,877.00. If funded at that level (the ceiling they could apply for) it is still a 15% cut overall.

VDH also submitted the competitive component which expands the counterbalance campaign (~\$600,000). This is an initial two-year grant with the option for another two years, so proposal written for a four-year timeline.

December 1 was technically the due date for applications. VDH submitted early. They expect to hear by March 30, 2015.

Coalition for Tobacco Free VT Policy Agenda

No one from coalition could be here today but they provided 2015 legislative agenda and a fact sheet (published on the coalition website). The board reviewed the highlights of these two documents.

Action: Amy and Kate will determine whether there needs to be a vote to determine official board support. Any action will take place in January.

Action: Kate will invite the Coalition to come to board in January to present, particularly if board support will be requested.

Annual Report to the Legislature

We are required to submit an annual report to the legislature, due January 2015. The report serves two purposes: used as a guide during conversations of the legislature, and also a learning tool for legislators. 2014 report has a good flow. Served as a reference guide during the legislative session.

Section 1 priorities

What are our legislative priorities for 2015 that we want to include this report?

What are we recommending for legislative action for 2015?

Perhaps we can be generic in terms of our legislative recommendations. Do we want generic language to support strengthening the laws to include tobacco substitutes? This would be consistent with our long term goals, and we want to continue to examine research, evidence, and scientific knowledge around tobacco substitutes (such as e-cigarettes, vaping products).

Does VTERB want to recommend including tobacco substitutes in the clean indoor air act. Rep. Frank plans to introduce this. What made last year's bill controversial has to do with the lack of understanding and evidence around health impacts of second-hand impact of aerosols from vaping devices.

Julie shared that the VDH will not be introducing tobacco-related legislation in this upcoming session. Primarily because of the work and successes achieved in the last session around Act 135 and due to competing priorities that VDH will likely have to be heavily investing in.

This is the board's opportunity to make a priority statement for this upcoming session. If we say something generic, we would say: support of any new legislation as the board is presented with it?

We can add a generic statement in the annual report that the board will consider support of any tobacco-related bills/initiatives as they are presented to the board. Should tobacco-related legislation be introduced in the legislature the board will consider its support and position.

Do we want a statement that speaks to clarifying other tobacco products in order to expand the laws to include other tobacco products. Is this a general principle that the board agrees on and supports? Such as tax policies that are effective and equal to all products, changing definition of tobacco products to also include tobacco substitutes. We want to be in line with the coalition is doing, but we can write our own recommendations. In looking at the Coalition's legislative agenda, it is clear that we are already very aligned with the (blue) headings, which are general in their description.

1. Advocating for effective tax policies
2. Supporting strong clean indoor air laws
3. Increasing and preserving the tobacco trust fund

The board recommended that we include these recommendations in the draft. The board will have to adopt these (or other) priorities at the January meeting, but board would like to see these listed in the draft presented to them in January. In addition, adding some generic recommendation around tobacco-substitutes.

Pertaining to the language contained in the legislative recommendation section: this year it should read closer to: VTERB recommends taking the following evidence-based strategies as we believe it will advance the tobacco control program and supporting the health of Vermonters.

Action: Kate will include these three-four legislative recommendations into the draft 2015 report to be presented to the board in January.

Action: Kate requests that board members send their thoughts to her as soon as possible for the writing of the draft which will be presented in January meeting.

Section 2

(MSA) is very valuable to have. It highlights the funding we receive and what we spend it on. Helen had sent Stephen projected payments for MSA in the past (page 5). Other financial updates are provided by other departments/agencies.

Action: Helen will send 2015 projected payments to Kate by early next week.

Action (completed): Kate has requested mid-year financial reports from AOE, DVH and DLC.

Action: Departments/agencies should send to Kate all other 2014 programmatic/content/data updates for incorporation into 2015 annual report.

Action: Kate will draft 2015 annual report and provide a (final?) draft to the board at the January 7th, 2015 board meeting.

Committee Chair Reports

Evaluation committee did not meet since last board meeting.

Media did not meet since last board meeting.

Schools and communities met last week. Welcomed new member Cathy Hazlett. Committee talked about teen cessation program N.O.T. on Tobacco program. VDH have been promoting it among district offices as a resource, to ensure information about the program is getting out to school nurses and others to be sure the communities know it is a resource.

We talked about transitioning topic of how to impact youth cessation to the cessation committee for more robust discussions.

Action: Kate will suggest this to Greg (committee chair) as one of their discussion items.

Success stories: schools and communities are required to submit annually. In the past, they've been part of annual report process but not published. We've looked at how to be more strategic with the collecting of these stories. Now the VDH

community coalition grantee success stories are posted on a rotating basis on the Coalition For Tobacco Free Vermont website. Going forward we would like to see the AOE success stories presented in this format as well, so these collective program successes can be used as a tool for media, awareness, legislative opportunities. The committee talked about how to make the process even better particularly as successes happen. So now schools and communities will be encouraged going forward to submit success stories as they happen versus at the end of the fiscal year.

The committee discussed planning for fiscal realities, but looking at our program in the future and identifying what we need for success. Starting with a blank slate and looking forward determining how to best reach our goals.

The committee discussed looking at other states (such as FL and NY) with decreasing tobacco use rates for models of what might work for us in VT. RTI is contractor for Florida and New York and the reports they have published are being made available to us in Vermont so we can understand the story behind their successes.

Rhonda extended invitation for VTERB to engage in VDH division strategic planning process. Julie clarified that the strategic planning is not VDH wide, but pertains to the chronic disease division. She stated that once strategic plan is completed they will share it with partners for feedback. VDH wants to be sure it resonates with partners.

Action: Kate will connect with Rhonda as to timing of strategic plan for presentation and input at a future VTERB meeting.

Budget Timeline for FY16

This board is charged with approving the VDH tobacco control program budget as it relates to MSA dollars. Usually happens early in the yearly fiscal cycle. To that end we need to begin to see VDH drafts. Legislative appropriations happen late, but too late for board to review and provide input. Therefore early in 2015 we want to be looking at the VDH FY16 budget. This is beneficial for both the board and for VDH.

Administrative Performance Indicators

Board reviewed draft performance indicators and provided input for improvement. General comments: make sure every indicator is measurable and separate out responsibilities from indicators of performance. There should be only two or three indicators under each category. Specific feedback on the indicators was provided and Kate will incorporate into the next draft. It is important to be sure these indicators are aligned with legislation and the job description.

Action: Kate will revise and bring to board in future meetings. (Jan or Feb 2015)

Budget Building Process for FY17

FY16 ends our three year level funding agreement with the legislature. FY17 means a potentially different allocation. What steps do we need to take to get to the funding levels we need in order to most effectively control tobacco in

Vermont? What do we want it to look like? In order to be successful, we need X or Y in order to achieve our goals of improving cessation and decreasing use. Amy asked committee chairs to work with sub-committees to ask these important questions. What do we need to make our program fit with the evidence base, our priorities and to articulate our needs and our core elements in order to be the most successful we can be as a statewide tobacco control program. Then we can consider what it costs.

Alexi asked whether the cessation committee could look more closely at sub-populations such as mental illness, etc. We have to consider actions that best meet these populations which may be different than what we are currently doing, even if it means that it is more expensive. We need to look at the research around what works for sub-populations where the standard approaches might not work.

We need to go through the current budget to be sure we understand what is funded and what activities are happening in Vermont, and then use this as a launch for what is working here in Vermont and what we can do differently.

Other Business/Information

We want to improve our representation. What about the designee for AOE? Does the Secretary want to come in the interim? Kate reminded the board of the state process for hiring the AOE replacement who will likely be the AOE Secretary's designee, but not likely to be on board until Feb 2015.

Rep. Bill Frank offered praises to Amy for her excellent facilitation skills and for a well-run meeting.

Action: Kate will work with each committee chair to schedule meetings for the 2015 year.

Items to vote on coming up in January

2015 Annual report
Policy/legislative recommendations

Meeting adjourned at 4:50pm

Next VTERB meeting:

Wednesday January 7, 2015, 3:00 p.m. – 5:00 p.m.,

Vermont Department of Liquor Control, Conference Room, 13 Green Mountain Drive, Montpelier, VT.